

ARIZONA  
**Business**  
LEADERSHIP

PRESENTS

— *Dinner Speaker* —

**Debra Kelly-Ennis**

**Chief Marketing Officer – Diageo, North American Division**

**THURSDAY, OCTOBER 6, 2005**

AGENDA

• **THE OCTOBER 6TH AGENDA** •

PHOENIX COUNTRY CLUB

(NE corner of 7th Street & Thomas)

5:30 p.m. — **Registration & Cocktails**

6:30 p.m. — **Dinner**

7:30 p.m. — **Debra Kelly-Ennis**  
**Chief Marketing Officer**  
**Diageo, North American Division**

8:30 p.m. — **Meeting Adjourns**

*Upcoming ABL Events*

**NOVEMBER 3, 2005**

David Moffett  
Chief Financial Officer,  
U.S. Bank

**DECEMBER 1, 2005**

Bryan Bartlett  
Retired Chief Engineer,  
Saudi Aramco

**JANUARY 12, 2006**

Don Murray  
Chief Executive Officer,  
Resources Global Professionals

**FEBRUARY 2, 2006**

John McAdam  
President & CEO,  
F5

**MARCH 2, 2006**

Richard Schneiders  
Chief Executive Officer,  
Sysco Corporation

**APRIL 6, 2006**

Art & Authors Event

**MAY 4, 2006**

Leadership Award Dinner

**REGISTRATION INFORMATION FOR  
THURSDAY, OCTOBER 6, 2005**

**Dinner Event \$45**

*Receive a \$5 Discount on the event if you RSVP on  
or before Tuesday, October 4, 2005 at 5:00 p.m.*

**Register on the ABL web site at:  
[www.azbl.org](http://www.azbl.org).**

**Or pay by VISA, MC, AMEX,  
call 480-496-4229.**

We must guarantee the number of meals at our  
meeting. Accordingly, if you make a reservation and do  
not attend, you will be charged for the reservation  
unless cancelled 24 hours in advance. Thank You!

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**A R I Z O N A**  
**Business**  
**LEADERSHIP**

*Turning over a new ...*

*... Industry.*

**DEBRA KELLY-ENNIS**  
*Chief Marketing Officer*  
*Diageo – North American Division*



**Y**ou thought I was going to say leaf, didn't you?  
Well, in a sense this woman is doing both.

We are so proud to welcome Debra Kelly-Ennis back to the ABL stage. Kelly-Ennis' last ABL appearance was in February of 2005 as the President and COO of Saab Cars USA. Well, she has made a spirited change – she now serves as Chief Marketing Officer for the North American Division of Diageo (Dee-AH-Gee-O), the world's leading spirits, wine and beer company, with such well-known brands as Johnnie Walker, Guinness, Smirnoff, J&B, Baileys, Jose Cuervo, Tanqueray, Captain Morgan, Crown Royal, Beaulieu Vineyard and Sterling Vineyards wines, just to name a few.

It's a very different industry in terms of what they make, but when it comes to knowing what customers want and how to market to them, there isn't anyone better in the business than Debra Kelly-Ennis. "Debra's outstanding record of consumer-focused marketing experience and managerial expertise in the highly competitive automotive industry make her a great fit for this position," said Ivan Menezes, President and CEO of Diageo North America. "I'm thrilled to be joining Diageo at this exciting time in its evolution," said Kelly-Ennis. "I look forward to the opportunities and challenges ahead."

Many might see that challenge as too great, too large a leap, to take from the automotive to the beverage alcohol industry, but not Kelly-Ennis. She sees the challenges of building great consumer brands, especially luxury brands, as fundamentally the same: understanding what consumers want and expect from a first-rate experience with the brand, shaping a product to meet what discerning consumers expect and then communicating the brand in compelling, responsible and authentic ways. She did that consummately well for Saab. Now she's doing it for such iconic brands as Johnnie Walker and Guinness, as well Diageo's innovative brands that appeal to premium tastes such as Ciroc vodka.

**Join us Thursday, October 6 to find out  
how great, premium brands are built  
as we listen to the very dynamic and  
always spirited Debra Kelly-Ennis.**

**DIAGEO**

